

Glendhu Investments [Tas] Pty Ltd

Company Profile



A BRIEF OVERVIEW

Established in Launceston in 1978 Argus Agencies, as it was then known was founded by Mr James Westwater and Mr Trevor Rood, servicing the Hardware, Plumbing and Electrical industries.

In 1995 Asco Agencies was created, which later became Asco Business Developments. This division was created to clarify which markets we were trying to promote to. Asco was incorporated as a trading arm that promotes solely as a manufacturer's agent.

In 1996 Mr Rood retired, and James Westwater purchased Trevor's remaining stake in the business to become the sole owner. In 2003 the trading name of the business changed to Asco Business Developments to better reflect what the company achieves within the local market. June 2008 James sold the business to Darren Lovell, who had up until then worked as Sales Manager after joining Asco in 2002. Prior to this Darren had worked in the Hardware industry for over 13 years.

Today Asco operates throughout the state with 3 representatives servicing the market. Asco has dedicated sales representatives servicing each of the major population centres. Asco survives by growing each principals business and considering themselves a 'state office' for each of the brands we represent. Our ethos is simple, if we can not grow the business that we are in, we shouldn't be in that business.



SO WHY BASE IN LAUNCESTON?

Asco are one of the few true State wide manufacturers' agents in Tasmania with feet on the ground in all of the major population centres. Tasmania is one of the more unique markets in Australia with an entire population of under 500 000 but all of the purchasing power of our neighbouring states. Hobart being the capital naturally has the highest population concentration and is home to around 220 000 people which equates to approximately 50% of the total market. Launceston is the states second largest population centre and is home to around 100 000 people (around 25% of the state market). Launceston geographically is the most central population centre in Tasmania. Finally the North West Coast (Devonport and Burnie) is home to around 55 000 people who represent about 20% of the state market.

Around 85% of all freight into Tasmania comes via the ports of Devonport and Burnie, meaning that logistically warehousing needs to be held in the north of the state to avoid double handling and keep freight costs to a minimum.

Asco strategically has based itself in Launceston due to it being the most central population centre in the state. From Launceston we can service the Hobart market (approximately 2 hours away) and the North West markets (approximately 1.5 hours away) to the optimum effectiveness. This coverage and service cannot be achieved from Hobart or Devonport.

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THE RIGHT MIX AGE Vs EXPERIENCE

The market in which we operate in is diverse and ever changing, in this climate we must be able to relate to all types of people. Some of our key customers may be new to business and others may have years of experience. At Asco we have the right mix of Age vs Youth. Darren Lovell brings 20 years of experience from the Building, Hardware and Plumbing industries. To compliment this Bruce Prance brings over 15 years of business management coupled with 20 years of IT Management.

This coupled the youthful exuberance of Adrian Parsons provide a mix of youth and experience that cannot be matched in this state.

In December 2010 James Westwater Retired from Asco Agencies, to pursue other interests (retirement), however he remains in contact with the organisation, largely in an advisory role.

A FAMILY AFFAIR



The Asco team are pride themselves on being a professional company with strong family values. Our team are a tight knit dedicated group who really are like an extended family.

These family values extend throughout the business and to the market where we are well known as a brand in our own right. Our local network extends to most industries giving our principals exposure to markets they may not reach in other states.

It is this local touch that is pivotal in the Tasmanian market and truly highlights the point that local feet on the ground our crucial in growing your business in Tasmania.

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How can ASCO assist your company?

Business Management / General

- Flexibility in methods of operation
ASCO operates both as a Commission agent and as a Distributor (buys/resells)
- We operate as a local branch office of your Company
- We are experienced at operating as a business unit for each Principal

Sales

- We can negotiate TV/Press/catalogue promotions on Principal's behalf
- Endeavour to achieve sales per head of population in excess of National figure
- We use Telemarketing/Basic Desktop publishing facilities for our own promotions
- We regularly fax and email offers to clients via computer fax/modem link
- We have representatives that cover both the Launceston and Hobart markets

Training / Information transfer

- We hold customer staff training sessions covering Product benefits and features and building product knowledge
- These training sessions vary in format from Trade Breakfasts or informal after-work training sessions to structured information sessions (covering individual product features and benefits, to marketing plans/strategies)

Operational strengths

- The main office, showroom and warehouses are in Launceston.
- We have the latest in sophisticated computer systems
- We have industry-specific software for sales processing, courier records and reporting

Intangibles

- Continuity of servicing of Tasmanian market - formed in 1978
- Our staff have extensive experience as Manufacturer's Representatives and with the Tasmanian market/customer base
- Excellent business & social relationships developed with major customers
- Our Companies' Accounting and Financial strategies are supported by KPMG

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ASCO offers your company:

- Sufficient infrastructure (manpower and other) to cope with the Customer's demands and requirements
- Stability and confidence brought about by length of time and experience in the market
- The flexibility to meet changing needs of the Principals and the Market
- Feedback to the Principals on Market changes and requirements
- The ability to offer overnight service to customers if warehousing is required
- Computer systems that allow secure and efficient data processing, stock control, report generation, Desktop publishing & presentation software

In summary, we offer

- **Enthusiasm**
- **Reliability**
- **Reputation**
- **Professionalism**
- **Proven, successful performance**

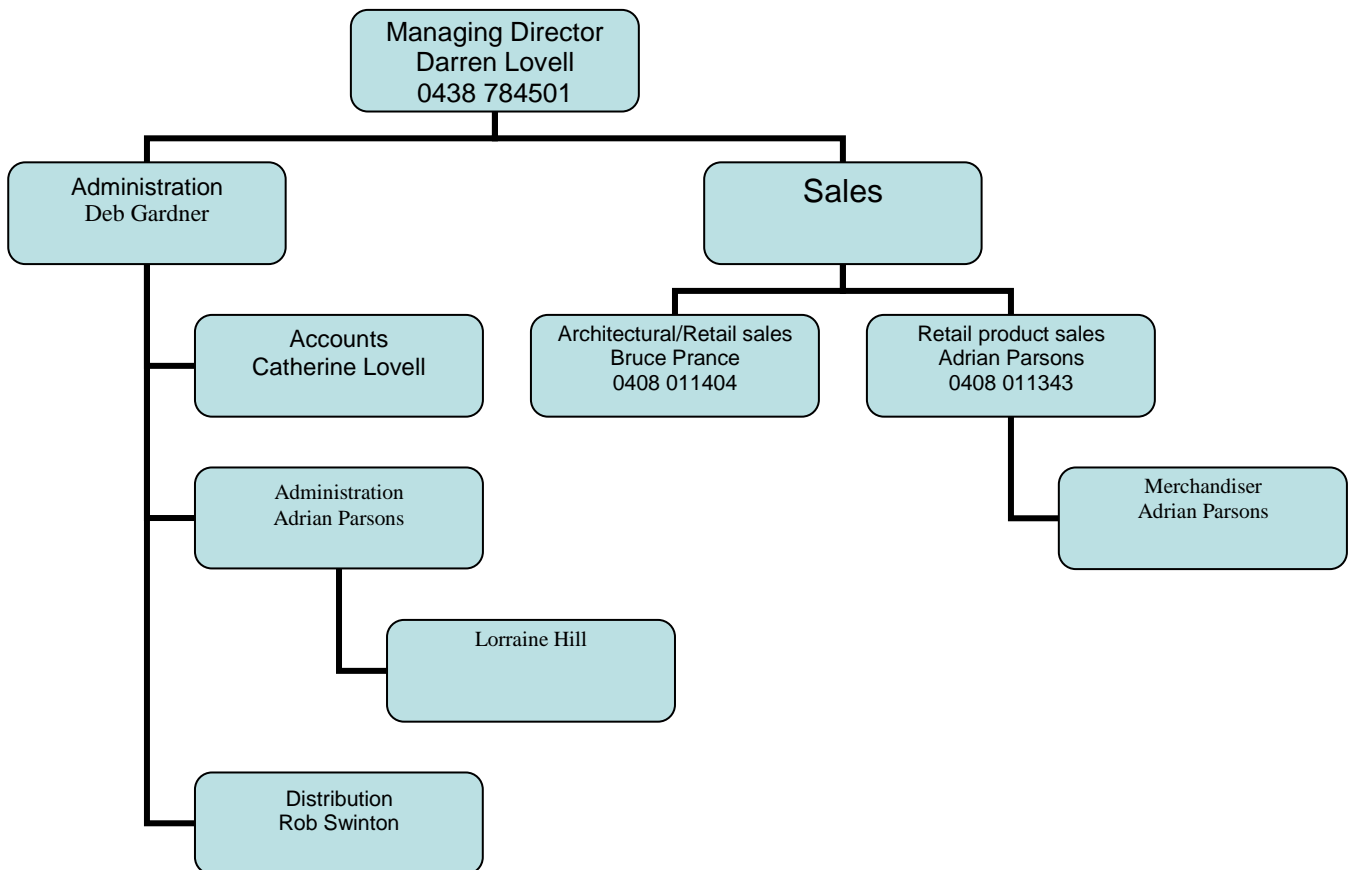
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ASCO - History & structure

- ASCO was formed in 1995 as a trading division of Glendhu Investments (Tas) Pty Ltd. (A.C.N. 009 509 693) and is owned by Darren and Catherine Lovell
- The original trading division, Argus Agencies was formed in 1978
- ASCO primarily operates in the following major market segments:

Hardware
Lifestyle
Electrical retail
Plumbing
Cleaning
Tools

- Organisational structure:



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Key personnel – Darren Lovell

Age: 38 years

Role: Managing Director



Duties:

- Responsible for achievement and growth & achievement of budgets
- Responsible for all sales account management
- State Sales and Profit management
- Principal liaison
- Customer liaison
- Customer training
- Responsible for preparation of Promotions
- Responsible for markets perception of Asco

Occupational experience:

Company Director since 2008

Hardware retail 5 Years

BBC & Bunnings Management 8 Years

AHJ Young Hardware Retailer of the Year Tasmania '95/'96 '97/'98

Years at Asco/Argus Agencies: 9 years

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Key personnel – Bruce Prance

Age:

48 years

Role:

Sales Manager

**Duties:**

Responsible for achievement of retail product budgets
Profit and sales responsibility per area and per product range
Hardware State sales and profit management
Responsible for Market's perception of ASCO
Principal Liaison
Customer Liaison
Responsible for development and success of Promotional calendar

Experience:

Business Management 5 years
IT Systems admin and Networking

Years at ASCO:

3 years

Key personnel – Adrian Parsons

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Age:

22 years

Role:

Sales/Merchandising

**Duties:**

Responsible for achievement of retail product budgets
Profit and sales responsibility per area and per product range
Hardware State sales and profit management
Responsible for Market's perception of ASCO
Principal Liaison
Customer Liaison
Responsible for development and success of Promotional calendar

Experience:

Manufacturers' Representative (2 years)
Cert III Business
School based apprentice of the year 2008
Australian Vocational Student award winner 2007

Years at ASCO:

5 years

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Offices/Warehouses

- 51 Glen Dhu Street, South Launceston Tas 7249
- Phone (03) 6344 7060
- Fax (03) 6343 4141
- Email sales@asco.net.au
- www.asco.net.au (under construction)
- 5 minutes from Launceston City Centre
- Office area 100 sq metres
- Current Warehouse area 4000 sq metres

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Financial/Strategic support

ASCO utilise KPMG expertise, facilities and knowledge for Accounting and Financial Strategy support.

Branch details are:

KPMG
33 George Street, Launceston Tas 7250
Phone (03) 6337 3737
Contact: Andrew Gray
Partner

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ASCO Philosophies

- As your company's representative, Asco's role is to follow your policies as we would be responsible for your company's image, reputation and integrity in the market
- ASCO jealously guards it's reputation as a Company that professionally and ethically meets the needs of both its Principals and Customers
- Flexibility within staff and organisational structure is paramount and ensures that the ever changing requirements of Principals and the market can be met
- Extensive training for internal staff, customers and associated contact groups is deemed essential
- Technology is sought and obtained that will enhance information transfer between Principals & clients
- Technology is to be used wherever possible to increase opportunities with clients

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ASCO - Strategic plan

ASCO' internal Strategic Plan outlines a turnover target, profit target, infrastructure level and staff levels. Achievement of these targets requires growth from existing Agencies and the addition of new Agencies.

ASCO is determined to meet these targets but acknowledges that these goals can only be met through great effort and through Asco's association with Principals and Customers that are like-minded. We are similarly determined to achieve above-economy and above-market growth levels in a professional and ethical manner.

The turnover, infrastructure and staff targets will be achieved through continued, increased growth of existing Agencies, the arrival of new Agencies and the departure of inefficient Agencies.

Asco's profit goals will be met through the synergies achieved as a result of:

- our mixed-product representation to the Tasmanian Market
- large-order processing and the subsequent warehousing efficiencies
- the continuance of a small administrative structure
- internal sales efficiencies brought on by quality, trained staff

An Agent must ensure that all transactions are of benefit to both the Customer and the Principal. Only with this basis for trading can an Agent be successful over the long term.

Principals such as your company offer ASCO the vehicle to step closer to achieving our strategic goals,

Asco offers your company economical, enthusiastic and professional representation and distribution while allowing you to maintain overall control of Sales and Marketing.

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